



Clean energy equipment, effective
and efficient for everyone

To support its growth and its social mission,
Nafa Naana is looking for new funding partners



COUNTRY FACTS

- 18 million inhabitants
 - 19% electrical coverage of which 3% is in rural areas
 - 16,500 deaths a year caused by indoor air pollution mainly due to the use of solid fuels
- <http://hdr.undp.org/en/countries/profiles>



KEY FIGURES

- 1,842 lamps and solar kits sold
- 5,873 stoves sold
- 185 dealers
- 16,584 tons of wood saved



MARTINE
KABOURÉ



I've been a Nafa Naana dealer for 3 years. The products are very practical and cheap and make work easier. We don't need to watch our cooking so much, which allows us to do other things at the same time. The possibility of credit and spreading payments over 3 months is essential because it enables us to pay for this equipment. I really like the possibility of buying on credit, because for me it is important to work to pay it back.

MISSION



A social mission addressing the needs of the population

Nafa Naana selects, promotes and distributes gas stoves, improved stoves and solar lamps to families (generally the poorest ones) in Burkina Faso. This equipment improves their living conditions and helps to reduce not only their outgoings, but also massive deforestation and indoor air pollution.



A social enterprise on the road to autonomy

The team contributes to the development of the local economic fabric. It has established a network of franchised dealers and also works in partnership with associations, women's groups etc. It raises awareness, promotes products and implements financial mechanisms (savings, credit, staged payments) at all levels of the production and distribution chain.

2017 HIGHLIGHTS



Opening of a 4th shop

To serve the people in the centre-west region more easily, the team has opened a 4th shop in Koudougou, the country's third city. Nafa Naana now covers 4 of the 13 regions in Burkina Faso.

Creation of Nafa Naana SAS

Nafa Naana is now a joint-stock company (SAS) under Burkina Faso law. This represents an important milestone in achieving financial viability and sustainability. Entrepreneurs du Monde continues to provide technical

and financial help for the new company. Achieving viability and respect for the social mission defined in the ethical charter adopted in 2016 are priority objectives for the board of directors.



International recognition

Nafa Naana was one of the 15 prize-winners in the West Africa Off-Grid Energy challenge organised by the British NGO Smart Villages. In addition, its director has been invited to take part in the One Planet Summit organised by President Macron, the UN and the World Bank.

FOCUS



A package specifically designed to increase women's incomes.

Nafa Naana has implemented a special package for women who run income-generating businesses which involve a lot of time spent cooking. This includes caterers and agro-food processors (shea butter, local spices such as 'Sumbala' etc.). The package enables them to buy large cookstoves and defer payment for up to six months so that they can recover the cost from the savings made. This package could have a considerable impact on the environment. A special effort will therefore be made to implement it widely.



100 Nafa Naana microentrepreneurs

As a result of the crowdfunding campaign organised in partnership with the Lagazel Company and Entrepreneurs du Monde, 100 microentrepreneurs have acquired equipment and received support; they have started selling energy appliances such as Kalo solar lamps, which have been developed by Lagazel and are assembled in Burkina Faso.



INDICATORS

	No of products sold	No of new users	No of new indirect beneficiaries	Turnover	No of sellers active on 31/12	SAVINGS ACHIEVED by families		
						Money	t of CO ₂	t of wood
2016	12,054	10,350	51,748	263 K€	57	2,681 K€	40,693 t	23,460 t
2017	7,926	6,341	25,363	191 K€	185	1,837 K€	28,386 t	16,584 t
2018	11,950	9,560	47,800	298 K€	200	2,716 K€	37,638 t	21,714 t

OBJECTIVES



Launch of the pay-as-you-go package.

Nafa Naana is about to launch its Pay-As-You-Go package which will allow the poorest households to buy solar kits which provide lighting and power a television, a radio or their mobile telephone. The Pay-As-You-Go package involves the provision of a solar installation to a household for a weekly payment, which is mainly made by e-wallet.

So extremely vulnerable households can obtain equipment without having to make a down payment. This package will mark a new step towards achieving its noble social mission.



Sale of carbon credits

Nafa Naana is coming to the end of a validation process which will allow it to sell carbon credits in 2018. The income from this will be used to help Nafa Naana to achieve its social mission. There have been several expressions of interest but Nafa Naana is still looking for buyers of its carbon credits.

FUNDING NEEDS

In 2017, Nafa Naana received financial support from the French Development Agency (AFD), the Opec Fund for International Development (OFID), the Lord Michelham of Hellingy Foundation, the AnBer Foundation and the Entrepreneurs du Monde Foundation. This support is enabling Nafa Naana to achieve its social mission while reinforcing and gradually reaching financial autonomy.



PARTNERS



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